



WFLX

ORDER

Print Date 09/26/12 Page 1 of 2

Flight Dates 10/15/12-10/26/12

Contract / Revision 827421 / Aronberg for State Attorney

Original Date / Revision 09/26/12 09/26/12
Agency Com 15%Advertiser Aronberg, Dave / D/ FL State
1519 West 29th
Austin, TX 78703

Agency CSM Mediaworks/Rindy Mill

Buying Contact

1519 West 29th
Austin, TX 78703

Product

Billing Contact
Sales Office H-DC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06347663

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL830

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	10	\$2,329.00	\$2,740.00	0.00
Totals	10	\$2,329.00	\$2,740.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	10	\$2,329.00	\$2,740.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/15/12	10/26/12	RAYMOND RAYMOND	Comm	6-630P	MTWTF--	:30	2	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$100.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$100.00		0.00			
E 2	WFLX	10/15/12	10/26/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	MTWTF--	:30	1	\$390.00	P 2	0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		1				\$390.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		1				\$390.00		0.00			
E 3	WFLX	10/15/12	10/26/12	BIG BANG THEORY	Comm	730-8P	MTWTF--	:30	2	\$390.00	P 2	0.00	NM	4	\$1,560.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WFLX/FOX Palm Beach	Date: 9/7/12
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I, Carle McRoberts,
being/on behalf of: Dave Aronberg, a legally
qualified candidate of the Democratic political
party for the office of: FL State Attorney, 15th Judicial Circuit
in the General
election to be held on: Nov 6, 2012
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See attached	WFLX#	827421		

Total Charges: \$11,040 2329-net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Donna Rosenberg for Dick Anthony

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/7/12
Date

Cassie McRoberts
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

John Heidman
Printed Name

GM
Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 9/10/12

BUYER:	Carole McRoberts
AGENCY:	CSM Mediaworks/Rindy Miller
ADDRESS:	1519 W. 29 th St. Austin, TX 78703
PHONE #:	512 472 3120
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Dave Aronberg for State Attorney
CHAIRPERSON:	
TREASURER:	
ADDRESS:	PO Box 276003 Boca Raton, FL 33427
PHONE #:	561 939 9431
FAX #:	
OTHER:	

FOR

CANDIDATE:	Dave Aronberg
OFFICE:	State Attorney
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30s
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	